



Maryland's Green Building Conference

“Achieving Better Buildings for the Mid-Atlantic”
September 17 & 18, 2002

Baltimore Maritime Institute
5700 Hammonds Ferry Road
Linthicum Heights, Maryland 21090

**FINAL Agenda
& Registration
Packet**

JOIN LEADERS IN GREEN BUILDING CONSTRUCTION, SITE DESIGN AND ENVIRONMENTALLY SENSITIVE DEVELOPMENT TO:

- ◆ **LEARN** about a new holistic strategy for planning and constructing buildings and homes in a manner that protects resources. This approach is one of the most significant developments in the building industry over the past three decades.
- ◆ **DISCOVER** how to build, market and finance green building projects in the Mid-Atlantic Region.
- ◆ **HEAR** experts describe case studies highlighting the techniques used and incentives available for residential and commercial development communities.
- ◆ **GAIN** practical, “how-to” information specific to the market, climate and customs of the Mid-Atlantic Region. Investigate the tools, public policies, partnerships and actions that enhance market awareness of environmentally responsible building practices, materials and site design.
- ◆ **VIEW** exhibits and poster sessions featuring the latest products, services, and design and construction techniques.

Hosted by:

Maryland Department of Natural Resources

J. Charles Fox, Secretary

Karen M. White, Deputy Secretary

Maryland Energy Administration

Frederick Hoover, Director



September 17, 2002 - Why Build Green?

Day One will focus on the principles and advantages of building green. Presentations will use actual case studies to highlight the techniques and incentives available for 'greening' both residential and commercial developments. Keynote speakers - David Orr of Oberlin College in Oberlin, Ohio, and Jeff Rader of the Atlanta Home Builders Association - are nationally recognized in promoting and implementing green designs.

7:30 – 8:30 a.m.	Registration & Refreshments
8:30 – 9:00 a.m.	Welcome & Introductory Comments
9:00 – 10:00 a.m.	Keynote Speaker: David Orr, Oberlin College “How Building Green Fits into the Larger Issue of Sustainability”
10:00 – 10:15 a.m.	Break in Exhibit Hall
10:15 – 11:00 a.m.	Plenary I: What Does Building Green Look Like? Moderator: Sandra Leibowitz, Natural Logic Speakers: Don Tucker, EcoHousing Corporation “Residential Case Study: Takoma Village” Marcus Sheffer, The Seven Group “Commercial Case Study: Cambria Building”
11:00 – 12:15 a.m.	Plenary II: What is a Green Building Framework? Moderator: Lesa Hoover, Apartment & Office Building Association Speakers: Jeffrey Abramson, The Tower Companies “Case Study: The Tower Companies” Julie Gabrielli, TerraLogos “Leadership in Energy & Environmental Design” Bill Reed, Natural Logic, Inc. “Environmentally Sensitive Design Principles & Practices” Dr. Mark Bundy, MD Department of Natural Resources “Maryland Trends, Initiatives, and Requirements”
12:15 – 1:30 p.m.	Lunch, Exhibit Hall Open
1:30 – 2:15 p.m.	Keynote Speaker: Jeffrey Rader, The Atlanta Home Builders Association “How Building Green Fits into the Mid-Atlantic Region”
2:15 – 3:30 p.m.	Plenary III: How Do I Build Green? Moderator: Mike Bell, The Bell Company Speakers: Tom Farkus, Edison Electric Institute “Financial Incentives & Lending Institutions” Ric Guilbert, Steven Winter Associates “How to Build Green” Christina Farnsworth, Builder Magazine “Marketing Green Buildings”
3:30 – 3:45 p.m.	Break in Exhibit Hall
3:45 – 5:00 p.m.	Plenary IV: How Do I Get It Done? Moderator: Bion Howard, Building Environmental Science & Technology Speakers: Sam Himmelrich, Himmelrich & Assoc. “Case Study: Montgomery Park” Johns Hopkins, MD Department of Housing & Community Development “Code & Ordinance Barriers” Katrin Scholtz-Barth, HOK Planning Group “Innovative Stormwater Management & Technological Approaches”
5:00 – 7:00 p.m.	Reception in Exhibit Hall

About Our Keynote Speakers

David W. Orr - “How Building Green Fits into the Larger Issue of Sustainability”

David W. Orr is perhaps best known for his pioneering work on environmental literacy in higher education and his recent work in ecological design. He raised funds for and spearheaded the effort to design and build a \$7.4 million Environmental Studies Center at Oberlin College, a building described by the *New York Times* as “the most remarkable” of a new generation of college buildings.

He was awarded a National Conservation Achievement Award by the National Wildlife Federation in 1993, a Lyndhurst Prize in 1992 awarded by the Lyndhurst Foundation “to recognize the educational, cultural, and charitable activities of particular individuals of exceptional talent, character, and moral vision,” and the Benton Box Award from Clemson University for his work in Environmental Education. He holds three honorary doctorates and has been a distinguished scholar in residence at Ball State University and Westminster College in Salt Lake City. In a special citation, the Connecticut General Assembly noted Orr’s “vision, dedication, and personal passion” in promoting the principles of sustainability. The Cleveland *Plain Dealer* described him as “one of those who will shape our lives.”

David Orr is author of *The Nature of Design*, *Earth in Mind*, and *Ecological Literacy*, and co-editor of *The Global Predicament* and *The Campus and Environmental Responsibility*. He has published 120 articles in scientific journals, social science publications, and popular magazines.

Dr. Orr is contributing editor of *Conservation Biology*. He is a trustee of the Educational Foundation of America and the Compton Foundation. He serves on the boards of the Rocky Mountain Institute (CO), Second Nature (MA), the Center for Ecoliteracy (CA), and the Center for Respect of Life and Environment. Dr. Orr holds a B.A. from Westminster College, an M.A. from Michigan State University, and a Ph.D. in International Relations from the University of Pennsylvania. He is currently Professor and Chair of the Environmental Studies Program at Oberlin College.

Jeffrey A. Rader - “How Building Green Fits into the Mid-Atlantic Region”

Jeff Rader is the Staff Vice President for Operations and Policy at the Greater Atlanta Home Builders Association, the largest local HBA in the U.S. In this position, Mr. Rader directs staff efforts to preserve the region’s superior business climate and quality of life as a foundation for the housing industry’s success.

Previously, Mr. Rader was Executive Director of the Regional Business Coalition of Metropolitan Atlanta. He has also served as the first Director of Planning at the Georgia Regional Transportation Authority, and as Vice President of Transportation Programs at the Metro Atlanta Chamber of Commerce. Before serving in these positions, Mr. Rader worked in comprehensive planning for local governments in the metropolitan Atlanta area, and as Manager of Public Policy at the Chattanooga Chamber of Commerce.

Mr. Rader is currently a member of the board of directors of the Regional Leadership Foundation and also serves on the Georgia advisory board of the AAA Auto Club South. He was the founding Chairman of Clean Cities Atlanta, the nation’s first federally-sanctioned partnership to accelerate the market introduction of alternative transportation fuels. In 1995, he was honored as Georgia Citizen Action Citizen of the Year for his work in transportation policy, and was a 1997 Environmental Fellow of the German Marshall Fund of the United States.

A graduate of the University of Georgia and the Georgia Institute of Technology, Mr. Rader is an alumnus of the Metropolitan Atlanta Regional Leadership Institute, and a member of the American Institute of Certified Planners, the American Planning Association, the Georgia Planning Association, and the Rotary Club of Atlanta.

Directions to Baltimore Maritime Institute

From the South via I-95: Take I-95 North to I-195 East. Take I-195 East to MD-295 North. Take MD-295 North to the W. Nursery Rd. exit. Bear right at end of ramp onto Nursery Rd. Go to the first accessible traffic light and turn left onto International Dr. Go to the first street and turn left onto Aero Dr. Proceed two blocks and through gate onto institute property. Follow signs to building visitor lot.

From the North via I-95 (using Ft. McHenry Tunnel): Head south through Ft. McHenry Tunnel, stay on I-95 South to third exit (Exit 52) after tunnel. Take the Baltimore/Washington Parkway MD-295 Southbound to the W. Nursery Rd. exit (first exit after the I-695 Baltimore Beltway). At the end of ramp, turn left at the traffic light onto W. Nursery Rd. At the third traffic light (International Dr.), turn left. Go to the first street and turn left onto Aero Dr. Proceed two blocks and through gate onto institute property. Follow signs to building visitor lot.

Mass Transit: The BWI Airport and BWI Amtrak Rail Station are within two miles of the Conference Center. Maryland Transit Authority Rail Service between Baltimore and Washington stops at the BWI Amtrak Station. The Baltimore Light Rail (Trolley Service) provides service from Baltimore to the BWI Airport. Shuttle and taxi services are available from the airport, the Amtrak Station and the Light Rail Stations to the Conference Center.

September 18, 2002 Morning—How to Build Green

Day Two will focus on the “how-to” of building green. Using case studies and presentations, leaders in the field of green building construction, design and development will explain the necessary steps to build, market and sell green building projects in the Mid-Atlantic Region.

	CONSTRUCTING GREENER HOMES	HIGH PERFORMANCE COMMERCIAL BUILDINGS	SITE DESIGN AND ECOSYSTEMS	HOW DO I SELL GREEN BUILDINGS	DESIGN TECHNIQUES FOR BETTER BUILDINGS
8:30-9:40	From Foundation to Rooftop <i>John Spears, Sustainable Design Group</i>	The Big Picture: From Envelope to HVAC <i>Paul von Paumgarten, Johnson Controls</i>	What Are The Rules? <i>Stewart Comstock, MD Dept. of the Environment & Merril Plait, Anne Arundel County</i>	Marketing Strategies for Green Buildings <i>Dennis Creech, Southface Institute & Wendy Bratzel, Watermark Communities</i>	Holistic Design for Both Interior & Exterior <i>Lance Davis, RTKL Associates</i>
9:40-9:55			BREAK		
9:55-11:05	Practical Renewable Energy <i>Jeff Gilbert, Chesapeake Wind and Solar & Jason Fisher, Solar Works, Inc.</i>	Indoor Environmental Quality & Interiors <i>Amy Townsend, Sustainable Development Int'l & Dennis Livingston, Community Resources</i>	Site Design 101 <i>Hye Yeong Kwon, Center for Watershed Protection Jennifer Zielinski, Builders for the Bay</i>	Energy Efficient Mortgages & Tax Incentive Programs <i>Walt Auburn, MD Energy Administration & Michele Desiderio, Fannie Mae</i>	Importance of Integration Teams <i>Janet Harrison, Harrison Architecture</i>
11:05-11:20			BREAK		
11:20-12:30	Holistic Approach & Quality Assurance <i>Stan Sersen, Architectural Support Group</i>	LEED Implementation <i>Nigel Howard, U.S. Green Building Council</i>	Excellence in Site Design: Case Studies <i>Mike Clar, Ecosite, Inc. & Bill Reed, Natural Logic, Inc.</i>	Resource Efficiency, Indoor Air Quality, & Energy Efficiency Labels for Green Homes <i>Sam Rashkin, EPA Energy Star Homes</i>	Affordable Green: Baltimore Rowhouse Project <i>Julie Gabrielli & Kim Schaeffer, TerraLogos</i>
12:30-1:30			LUNCH		

September 18, 2002 Afternoon: Site Tours & Technical Sessions

In these advanced training sessions, you can explore elements of the building and design process in detail. Seats for the site tour and technical training sessions are limited, so please register early.

Option 1. Green Building Site Tour - 12:45-5:00 p.m. Box Lunch provided.

- **Montgomery Park**
- **Chesapeake Bay Foundation Headquarters**

In this regional tour, you will get to see two Maryland green building projects constructed in the last two years, which represent both the practical re-hab of an existing structure and state of the art new construction that has received the highest US Green Building Council "LEED" Platinum rating. Design and construction experts will present tour.

Option 2. Environmental Building 101 for Builders - 1:30-5:00 p.m.

Provided by Building Environmental Science & Technology (B.E.S.T.) this half-day session provides the nuts and bolts for home builders and designers to create updated plans and product lines that take advantage of the latest environmental marketing trend in home construction. The newly released SBIC *Green Building Guidelines* manual will be furnished. *Presenters:* Bion Howard, B.E.S.T., and Erv Bales, Energy Star Homes Program, with special guest Ric Guilbert, Steven Winter Associates

Option 3. Natural, Healthy, and Sustainable Building Materials - 1:30-5:00 p.m.

Mid-Atlantic regional green materials experts will present leading-edge information on how to select sustainable construction products and materials that greatly improve the environmental performance of residential and commercial construction. Advanced environmental construction and natural building techniques will be reviewed, such as straw bale walls, wood-saving framing systems, salvage options, non-toxic materials, and high-recycled content materials. The session is designed to educate builders on existing and practical sustainable products, illustrate how they can be used, and encourage interaction on building materials issues among design and construction professionals.

Presenter: Sigi Koko, Down to Earth

Option 4. Indoor Environmental Quality: How to Have a Healthy Green Building - 1:30-5:00 p.m.

Learn how to improve indoor environmental quality in both new and existing buildings through applied building science principles and practical experience in the field. Information will include: reducing and controlling indoor pollutant sources; solving moisture problems; system interactions of building structure and HVAC systems; and guidance on diagnosis and mitigation of mold, mildew and bio-contaminants. The session will emphasize both the design of new and maintenance of residential, commercial, and institutional buildings. The presentation format and language will be understandable to building professionals, rehabilitation technologists, architects/designers and mechanical engineers. *Presenters:* Dennis Livingston, Community Resources, and Amy Townsend, Sustainable Development International

Option 5. Green Design Q & A - 1:30-5:00 p.m.

In this interactive session, regional sustainable design consultants will lead discussion on green building and site design issues, with a focus on direct experiences, current challenges and practical solutions. In addition, session leaders will provide their expertise to review example building plans and specifications in a hands-on environment. So bring your ideas, questions, preliminary plans, or specs, and learn how to critique your own projects and make more effective adjustments to building designs that could make them more environmentally sustainable. *Presenters:* Natural Logic

TABLETOP EXHIBITOR & SPONSORSHIP Registration Form

This form must be received before September 12, 2002.

FIRST NAME _____ LAST NAME _____

COMPANY _____ YOUR TITLE _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ EMAIL _____

1ST REPRESENTATIVE NAME _____ 2ND REPRESENTATIVE NAME _____

Additional representative may be added for \$165 per person (Admission for both days of Conference)

Tabletop Exhibit: \$500 per company. Tabletop Exhibits include admission for 2 representatives for attendance both days of Conference, one approximately four-foot by six-foot table, two chairs, continental breakfast and luncheon for two company representatives attending both days of the Conference. Wall outlets for 110-amp service are available. Special electrical, mechanical, or audiovisual services are not available.

Maryland State Government Agencies: Agencies wishing to exhibit will not be charged a registration fee and may send two representatives to the conference on a space-available basis. Maryland State Government Agencies should register as soon as possible to allow conference staff to plan accordingly. For details call Diane Evans at DNR at 410-260-8722.

Exhibit Times: Set-up—Between 6:30 a.m. and 7:30 a.m. September 17, 2002, the first day of the Conference. The Institute will not accept delivery of exhibit materials: you or your designee(s) must transport and conduct the set-up. Exhibits may remain overnight between the first and second days of the Conference. All valuable products and equipment should be removed from the exhibit area overnight. **Takedown**—After 2:00 p.m. on September 18, 2002, the second day of the Conference. The Institute will not store exhibit materials after the second day of the Conference. **Viewing**—7:30 a.m. to 7:30 p.m., on September 17; 7:30 a.m. to 2:00 p.m. on September 18, and during session breaks. Evening reception will be held in the exhibit area.

Registration by fax or mail: Please complete the registration form and either fax to Sandy Delaney, Howard Community College at 410-772-4986, or mail to Sandy Delaney, Howard Community College, 10650 Hickory Ridge Road, Suite 100, Columbia, MD 21044. Advance registrations will be taken until 5:00 p.m. September 12, 2002. Registration can be sent before payment.

Payment: Payment in full is due either before the Conference or at the registration table the first day of the Conference. Purchase orders will be accepted. If mailing payment before the Conference, please ensure delivery *before* September 12, 2002. Make check or purchase order payable to Howard Community College. Requests to be invoiced cannot be honored.

Check enclosed _____ Pay at the Conference _____ Purchase Order Number _____ Charge my Credit Card _____

Card Name _____ Number _____ Expiration Date _____

Signature _____

Conference Sponsorship

Sponsorship levels begin at \$1,000 per sponsor and include publicity on conference materials, two complimentary registrations and a tabletop exhibit. For details on the Sponsorship Program, call Diane Evans at DNR at 410-260-8722.

PARTICIPANT Registration Form

Register on-line at www.dnr.state.md.us/smartgrowth/greenbuilding or fax to 410-772-4986. Pre-Registration must be received by September 12, 2002.

FIRST NAME _____ LAST NAME _____

COMPANY _____ YOUR TITLE _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ EMAIL _____

If attending Tuesday afternoon sessions (Sept 18), please prioritize your top two choices:

- _____ Option 1. Green Building Site Tour
- _____ Option 2. Environmental Building 101 for Builders
- _____ Option 3. Alternative Construction Materials
- _____ Option 4. How to Have a Healthy Green Building
- _____ Option 5. Green Design Q & A

Please check the day(s) you will attend:

_____ Sept. 17 & 18 (\$165) _____ Sept. 17 (\$95) _____ Sept. 18 (\$95)

Registration by fax or mail: Please complete the registration form and either fax to Sandy Delaney, Howard Community College at 410-772-4986, or mail to Sandy Delaney, Howard Community College, 10650 Hickory Ridge Road, Suite 100, Columbia, MD 21044. Advance registrations will be taken until 5:00 p.m. September 12, 2002. Registration can be sent before payment.

Room Reservations: Hotel rooms at the Baltimore Maritime Institute have been secured for those who wish to stay overnight. Please call 410-859-5700 and push 0 for reservation and rate information.

Conference Payment: Payment in full is due either before the conference or at the registration table. Purchase Orders will be accepted. Requests to be invoiced cannot be honored. If mailing payment prior to the conference, please ensure delivery before September 12, 2002. Make check or purchase order payable to Howard Community College.

Check enclosed _____ Pay at the Conference _____ Purchase Order Number _____ Charge my Visa or MasterCard _____

Card Name _____ Card Number _____ Expiration Date _____

Signature _____



10650 Hickory Ridge Road
Columbia, MD 21044

Phone: 410-772-4458

Fax: 410-772-4986

**FINAL Registration
Packet**

**Over 40 Industry
Leaders Speaking**

Register Today



**Conference On-Line
Registration Site:**

**[www.dnr.state.md.
us/smartgrowth/
greenbuilding](http://www.dnr.state.md.us/smartgrowth/greenbuilding)**

Final Registration Packet For

**Maryland's Green Building Conference
"Achieving Better Buildings for the Mid-Atlantic"**

Included:

Day One Session Details
Biographies of Keynote Speakers
Day Two Morning Session Tracks & Speakers
Day Two Afternoon Session Descriptions
Exhibitor Registration Form
Participant Registration Form

September 17 & 18, 2002

Baltimore Maritime Institute
5700 Hammonds Ferry Road
Linthicum Heights, Maryland 21090



Printed on Recycled Paper



Parris N. Glendening, Governor
Kathleen Kennedy Townsend,
Lt. Governor